

## **CU's new "Esteemed Scholars Program" may help slow the exodus of great students to other states.**

*By The Denver Post Editorial Board The Denver Post*

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We were pleased to see that University of Colorado regents plan to take time from their busy schedules — most of them have day jobs, you know — to reach out and call some of the state's top students who have applied to that school and urge them to enroll.

But as useful as such outreach might prove to be, we suspect that more of this state's best students may wind up on the CU-Boulder campus next fall mainly for another reason: because the school has enticed them with attractive scholarship packages.

On that score, CU-Boulder's new Esteemed Scholars Program may finally tip the balance in the university's favor and slow the brain drain to out-of-state institutions.

We think this is a good thing, although we wish the money could have been privately raised to avoid any suggestion that the scholarships come at the expense of students who don't receive aid.

Obviously some good students are always going to want to experience a different region of the country or to study, say, at one of the nation's truly elite schools. Yet Colorado has seen a greater share than necessary of top students leave the state because of another factor.

"We just haven't been competitive with other states that have been able to offer considerably better financial packages," says Ken McConnellogue, vice president for communications.

Enter the new scholarship program, which will benefit next year's freshman class and is a sign of the university's growing resolve to compete for the best.

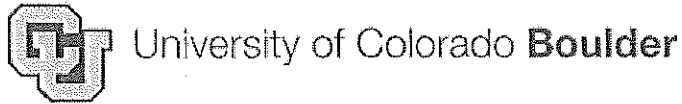
"The university is sending a message that we value these students' academic accomplishments," admissions director Kevin MacLennan told us. And how.

Every Colorado student who applied to CU with a 4.0 GPA and a 33 ACT or a 1440 SAT will be getting (or has already received) an automatic offer of \$20,000 in financial aid for the next four years (\$5,000 a year) under the Esteemed Scholars Program. That's enough to offset steep tuition hikes of the past few years.

And that's not all: CU is offering \$14,000 and \$10,000, respectively, to a second and third tier of Colorado applicants — all excellent students, mind you — also based on GPA and test scores, under the same program.

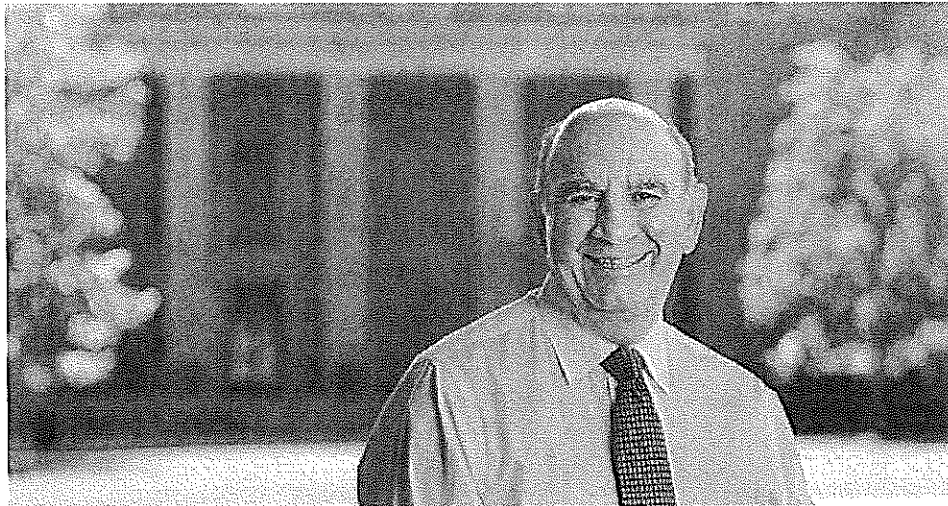
In all, one-fifth to one-fourth of all Coloradans in next year's freshman class — or about 750 students — are likely to receive such scholarships.

"We set out a goal of having the most academically talented and diverse class we can enroll,"



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## Chancellor's Corner: The new Esteemed Scholars Program



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[Community Outreach](#)

I want to take this opportunity to express my enthusiasm for an important new CU-Boulder merit scholarship program for top-entering Colorado freshmen next fall.

With an investment of more than \$2 million, the [CU-Boulder Esteemed Scholars Program](#) awards a total of \$10,000 to \$20,000 over four years to select resident freshmen based on a combination of high school grade-point average and test scores, and it keeps Colorado's best and brightest students right here in Colorado. This new program complements our broad array of existing [need-based and program scholarships](#).

As the state's flagship university, CU-Boulder has an important responsibility to ensure Colorado's top-performing students enroll and graduate here, and move on to productive lives in their home state. The Denver Post praised this program in a [recent editorial](#).

We have identified the continued growth of the Esteemed Scholars Program as a top campus priority, working with our donors, and our Offices of Admissions, Financial Aid, and Academic Affairs to ensure its future.

We anticipate that up to 20 percent of our entering resident freshman class next fall will qualify for the scholarship. Rather than taking their talents elsewhere, these scholars will become our next generation of scientists, teachers, entrepreneurs and creative artists here at CU-Boulder.

Sincerely,  
Philip P. DiStefano  
Chancellor